



**Press Release N°152/2018**

**Workshop on the Development of a Communication Strategy for the AU-ILO-IOM-ECA Joint Programme on Labour Migration Management for development and Integration in Africa (JLMP)**

**Addis Ababa, Ethiopia, September 17-19 2018:** “Migration is one of the defining features of the 21<sup>st</sup> Century and significantly contributes to economic and social development everywhere. Therefore, governance of labour migration is key to achieving the Africa we want as identified in Africa’s blueprint for development-Agenda 2063” said Mr. Oumar Diop, JLMP Coordinator, Department of Social Affairs, African Union Communication. The three-day workshop brought together key stakeholders who discussed the development of communication strategy for the Joint Programme on Labour Migration for Development and Integration (JLMP).

In order to ensure adequate visibility of the programme and its activities, a communication strategy needs to be developed at the onset of the project in close coordination between the African Union Commission, International Labour Organization (ILO), International Organization for Migration (IOM), Regional Economic Communities (RECs) and other key stakeholders, said Mr. Oumar.

“The development of the JLMP communication strategy could not be timelier given that it will inform and guide our engagement with stakeholders and ensure adequate visibility of our joined achievements within the framework of the JLMP and help to advance the importance of labour migration” said Mr Eric M. Mazango, IOM representative. He emphasized the key role the communication strategy will play in building more solidarity and in creating balanced knowledge on the positive impact of migration.

Mr. Ibrahim Kasso, Program Manager, Migration and Employment, Regional Development Cooperation Africa, Sweden Embassy in Addis Ababa, stated that “Sweden is interested in supporting AUC flagship programme since the approval of its five years Development Cooperation Strategy for Sub-Saharan Africa (2016-2021). Accordingly, after series of consultations with AUC, implementing partners and other AU development partners (donors), Sweden has decided to provide 9 million USD for the three years JLMP implementation and signed agreement with IOM in July 2018”.

The three-day workshop was attended by representatives from AUC Social Affairs department, representatives from IOM and ILO, officials from Regional Economic

Communities and key stakeholders from Trade Unions and Civil Society Organizations.

**Note to the Editors:**

The AU-ILO-IOM-ECA **Joint Programme on Labour Migration Governance for Development and Integration** (better known as the Joint Labour Migration Programme, or JLMP) in Africa is a long term joint undertaking among the four organizations in coordination with other relevant partners operating in Africa.

JLMP is the instrument dedicated to the implementation of the 5<sup>th</sup> Key Priority Area of the Declaration and Plan of Action on Employment, Poverty Eradication and Inclusive Development which was adopted by the Assembly of Heads of States and Governments in January 2015, Addis Ababa, Ethiopia. Its strategy focuses on intra-African labour migration and supports achievements of the First 2023 Ten Year Plan of the African Union (AU) Agenda 2063 and of the Sustainable Development Goals (SDGs) recently adopted by the UN. In addition, the JLMP is a critical instrument of implementing the Migration Policy Framework for Africa (MPFA) and Plan of Action (2018-2030) adopted by the AU Executive Council on 25-26 January 2018 in Addis Ababa, Ethiopia.

**For further information, kindly contact:**

**Mrs. Esther Azaa Tankou** | Head, Information Division, Directorate of Information and Communication, African Union Commission | Tel: +251(0) 911361185 | E-mail: [yamboue@africa-union.org](mailto:yamboue@africa-union.org)

Ms. Eugenia Sirengo | Directorate of Information and Communication, African Union Commission | Tel: +251 (0) 115182558 | Email: [Sirengoeu@africa-union.org](mailto:Sirengoeu@africa-union.org)

**For further information:** Directorate of Information and Communication | African Union Commission | E-mail: [DIC@africa-union.org](mailto:DIC@africa-union.org) | Web Site: [www.au.int](http://www.au.int) | Addis Ababa | Ethiopia

**Follow us:**

**Facebook:** <https://www.facebook.com/AfricanUnionCommission>

**Twitter:** <https://twitter.com/AfricanUnion>

**YouTube:** <https://www.youtube.com/AUCommission>